

Expo 2015

Report Social Media activities before semester

January 2014 - April 2015

What were the activities of the Social Media Team from January 2014 to April 2015? And what about the results?

We'd like to give a complete view of the results of the Official Expo2015Milano accounts.

Facebook



Our Facebook page has gone up **from 23k fans to 1,4 million fans.**

The number of fans is a useful number to have an idea of Expo feedback on Social Networks. Anyway, it's not the main indicator for us. It's far more important for our content to be seen by many people (reach) and that our users respond and comment (engagement).

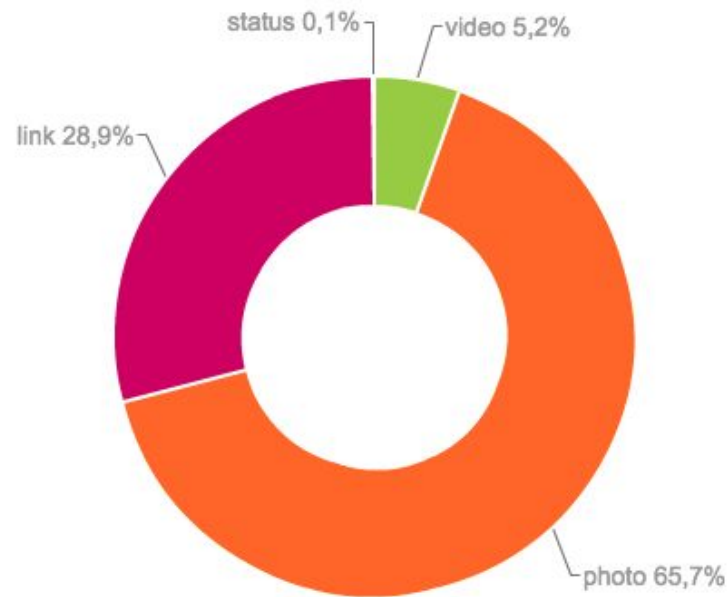
Blogmeter has monitored the activity of our channels: we've been the Facebook page with the highest growth (in Italy) for six consecutive months before the Exhibition.

Every month, Blogmeter grades top brands. The categorisation is based on some guidelines: fan growth, engagement, response rate (source [Blogmeter](#)).

Expo2015 has appeared six times in the top Blogmeter's ranks.

We create and edited visual contents for every post.

When possible (5,2%) we publish videos too.



Photos and videos are the most pop contents on Facebook.

We published about **500 post** per month in Italian and English.

Companies publish on average 30 contents per month. The media usually publish around 210 post (source: [SocialBakers](#)).

Only magazines, blogs and newspapers nearly reach the amount of content published by Expo2015.

We have two Facebook pages: the [Italian](#) version and the [International](#) one.

We read and moderated over 17k of comments per month (560 per day) and 3k of private message every month.

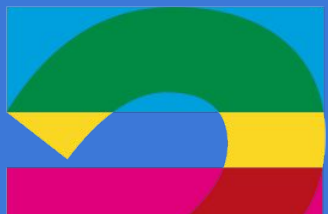
For us the connection with users is the most important goal.

Everyday on the Facebook page around
100k users interacted with us* and 3,2
million people saw our contents**.

* Daily page engagement

** Daily total reach

Twitter



Our Twitter account has gone up from 20k to 486k followers.

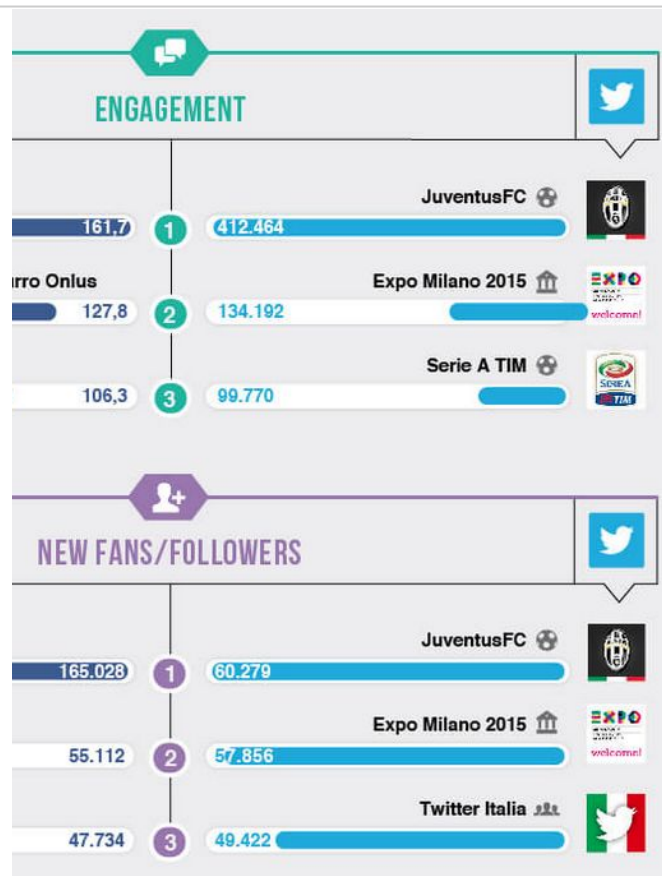
The size of the user base on Twitter is very important: every time we publish a tweet, potentially all our followers will see that content (contrary to the reach on Facebook).

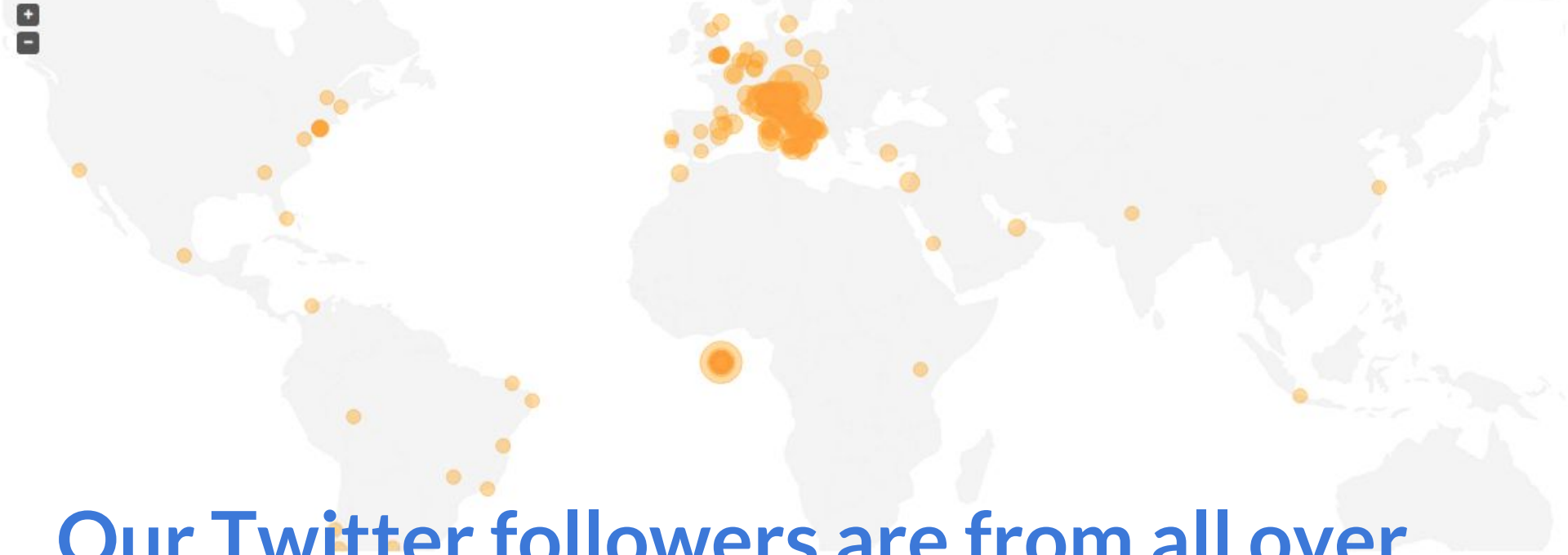
We tweeted around 45 times per day, covering all the most important events with **live twitting** (around 15 days per month of events).

We've been for six times in the top 3 brands for followers growth and engagement.

Every month Blogmeter grades top brands; the categorisation is based on some guidelines: fan growth, engagement, unique contributors, account impressions (source [Blogmeter](#)).

Expo2015 has appeared in the ranks for 6 times.





Our Twitter followers are from all over the world, just like Expo 2015's visitors.

Our tweets generated reactions.

We obtained 22k of retweets per month and an average of 40k tweets added as favorites in a month.

On Twitter our goal is talk with users: so these informations are really important for us.

Instagram



Our Instagram account reached **90k**
followers with no media budget.

Instagram is the platform with the fastest growth..



Contacts

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